



The 2021 Ultimate Guide to Holiday Hiring



Never rush the holiday hiring process. The candidates you eventually hire may be temporary, but the impression they leave won't be.

For many businesses, the arrival of the final quarter means it's time to ramp up recruiting and prepare for holiday traffic increases. When it comes to finding quality temporary employees, relying on your year-round recruiting strategies and typical talent pools isn't enough.

Staffing for holiday hiring requires a well-constructed strategy and an advanced level of planning for factors that don't regularly impact traditional recruitment. The looming threat of the pandemic makes this year's stakes even higher.

Your holiday employees will need to possess the skills and knowledge to learn quickly and thrive in a fast-paced setting while rapidly adapting to changes in the workforce, health regulations and work environment.

Whether the candidates you bring in will be strictly temporary or temp to hire, there are some essential points you should keep in mind. That's why we've created this 2021 ultimate guide to holiday hiring to help you prepare well in advance of your seasonal staff needs.

The Top Skills Your Temp Hire Should Posses



Adaptability

Your temp employee should be able to start quickly and switch tasks when necessary without issue.



Flexibility

Flexibility includes availability. Your temp staff should be willing to venture out of their comfort zones and take on new tasks.



Enthusiasm

Enthusiasm can be contagious. People are drawn to positivity and enthusiastic temp employees help raise overall employee morale.



Reliability

Reliability goes beyond showing up when scheduled and extends to completing all assigned tasks within the assigned deadline.

The Unexpected Twist

It was a twist that no one saw coming. Thanks to the pandemic, holiday shopping and shopping in general, has taken on a whole new look. Now, as we prepare to face new variants and surging cases this fall brick-and-mortar holiday shopping will continue to be altered.

Moreover, the surge in e-commerce popularity has required retailers to attempt planning with a plethora of unknown variables.

This holiday season, you'll need to prepare for every possible scenario by planning early and planning often. Remember to be mindful of the possibility for lower store traffic, higher curbside pickup and increased shipping activity.

Seasonal hiring will be uniquely challenging this year, but with proper planning, it doesn't have to be a pain.

69%

of holiday shoppers will shop earlier this year

(Google)

76%

increase in online shopping

(Adobe)

85%

of shoppers have increased curbside pick-up usage

(Incisiv)

Identify Your Staffing Needs

The first step to creating a strategic staffing process for your seasonal hiring needs is identifying the type of talent you'll need. Each company should have a list of departments and positions whose volume will increase with the season. Some of the top seasonal temp positions include:



Package Delivery Driver



Warehouse Associate



Retail Sales Associate



Picker Packers



Personal Shoppers



Cashiers



Stockroom Associate



Class A or B Drivers



Call Center Staff



In Store Shoppers



Customize Seasonal Job Descriptions

Holiday positions may mimic some of a companies' year-round roles. To attract the best talent, you should update and customize your holiday job descriptions this holiday hiring season. This year you will also want to include information on steps being taken to provide a safe work environment.

If starting with an existing job description:

- Change the title to reflect the seasonal or temporary nature of the position.
- Choose job type categories that relate to seasonal or temporary employment
- Add appropriate holiday or seasonal hiring phrases.

Be as specific as you would be in creating the job description for a year-round employee.

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Temp Job Template**



Will your seasonal workers need to:

**Lift
Heavy Boxes**



**Handle
Curbside Pickup**



**Stand for
multiple hours**



**Enforce Your
Mask Policy**



**Have Specific
Certifications**



Communicate your expectations clearly, but cast a wider net to more effectively reach candidates that are looking for seasonal work and beyond.

85%

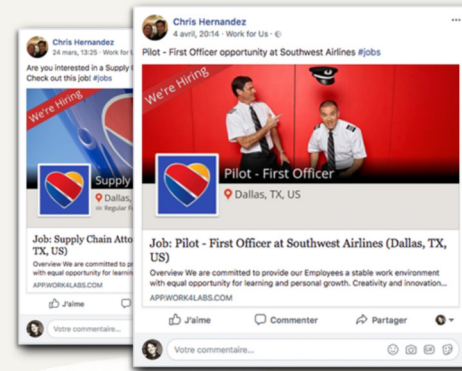
of employers said social media helps them find and engage passive job seekers
(Glassdoor)

79%

of job seekers use social media when conducting their job search
(Glassdoor)

73%

of millennials found their last position through a social media site
(Aberdeen Group)



Include Social Media In Your Strategy

In this day and age, it's time to scrap traditional hiring methods when it comes to attracting holiday workers. In addition to online job boards, social media can be an exceptional place to find candidates. Additional benefits of social media recruiting include the ability to reach passive candidates, establish culture fit and get more bang for your recruiting buck.

Social recruiting is one of the most cost-effective strategies in regards to cost per hire. By investing in technologies like Work4 you can reach a higher volume of candidates leading to more hires. Our proprietary lead generation system will help draw candidates into your pipeline.

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Get an Early Start on the Competition

The time to start planning for holiday recruiting is now. Remember that you're not the only game in town looking to hire seasonal talent. Whether you're in the food, hospitality, shipping, customer service, logistics or retail industry, the competition for the best talent will be fierce this year in particular.

With this season's potential reduction in headcount, you need to start early if you want to secure the best talent before a competitor takes them off the market.



Prioritize Returning Hires

Relationship-building should be an ongoing part of your strategy. Don't waste your energy by focusing exclusively on building new relationships with potential candidates. If you already have candidates in your pipeline who expressed an interest in returning from last season make them your first choice this year. Doing so can help streamline your hiring for the upcoming season while allowing you to focus on recruiting more quality candidates like them.

Keep tabs on those employees between seasons to update them on skills they can keep fresh, changes in the industry and (public) updates in the company. It's ideal to keep these candidates in your talent pool.

94%

of seasonal jobs will be filled by the end of November

Sept.

is the traditional time seasonal hiring starts

April

is how early big box chains started

Modify Your Interview Questions for Seasonal Talent

- Your season hires may be temporary, but the impression that they make on your customers could be permanent.
- Don't rush the hiring process, it's as vital to make good hires with temporary staff as it is with year-round employees.
- Given that you have limited time for training and onboarding, you'll want to make sure to hire people who can best manage the job duties.
- Before you begin interviews, create a standard list of questions aimed at uncovering the strongest candidates.
- Consider the day-to-day tasks they'll be asked to perform as well as the unique challenges and goals of the positions you're hiring for.

Questions to Start With:

Are you looking for a temporary position?

What are your work plans once the season is over?

What's your availability?

Is your schedule flexible?

Can you give me an example of a time you had to learn quickly on the job?

What do you hope to learn or gain from this position?

Which of our company values do you align with most and why?

How will you provide value to our team this season?

What is your past experience in this industry?

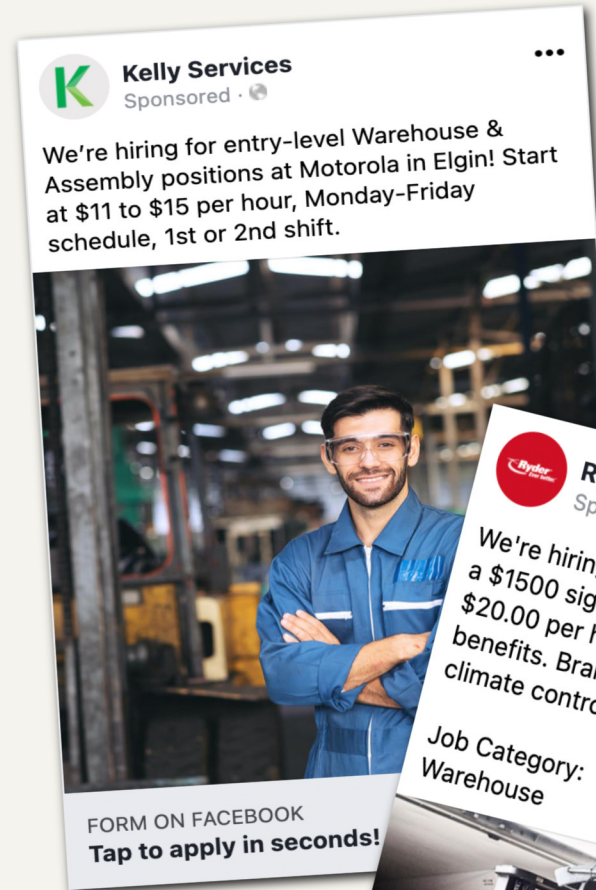
Have you ever worked during a seasonal rush?

Provide Incentives

Offering incentives will go a long way in attracting and keeping top talent. Offer incentives for holiday talent such as:


- Sign on bonuses
- Employee discounts
- Term completion bonuses
- Benefits

When creating your job title list the pay range whenever possible. What ever the incentive is, be sure that each candidate is well-informed if there is an added benefit to working with your company.

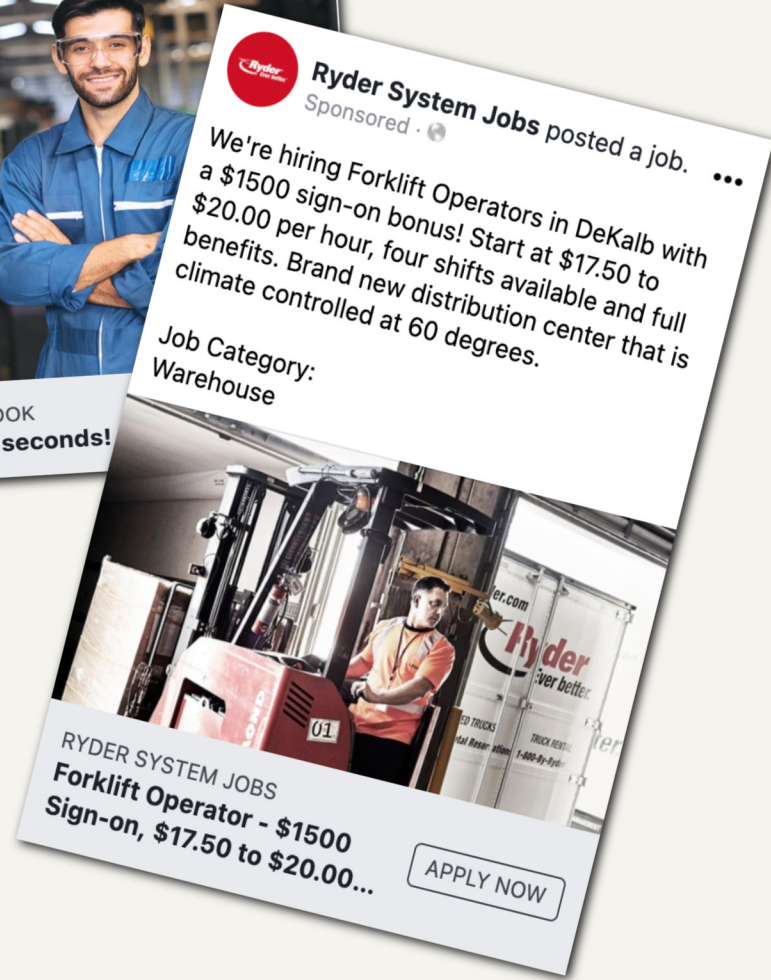


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We're hiring for entry-level Warehouse & Assembly positions at Motorola in Elgin! Start at \$11 to \$15 per hour, Monday-Friday schedule, 1st or 2nd shift.




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We're hiring Forklift Operators in DeKalb with a \$1500 sign-on bonus! Start at \$17.50 to \$20.00 per hour, four shifts available and full benefits. Brand new distribution center that is climate controlled at 60 degrees.

Job Category:
Warehouse



RYDER SYSTEM JOBS
Forklift Operator - \$1500
Sign-on, \$17.50 to \$20.00...

APPLY NOW

Employer Branding Was Made For Holiday Hiring

Never overlook the importance of employer branding in your recruiting strategy. If used correctly it can be an essential tool in holiday season hiring.

These days, more and more companies are realizing that candidates should be treated like customers because they often are customers first.

Take advantage of this by capturing the information of walk-in prospects throughout the year. The use of a simple SMS, QR code or fast-apply app can allow interested customers to add themselves to your talent pool while they shop.

86%

of employees and job seekers research company reviews and ratings to decide on where to apply for a job

92%

of candidates would leave their current jobs for a role at a company with an excellent reputation

50%

of candidates say they wouldn't work for a company with a bad reputation, even for a pay increase



Think Beyond the Holiday Season

If you want customers to return long after the holiday glow is gone, pay close attention to your seasonal hiring process.

This means putting in the same care and attention you would put into bringing a year-round employee on board. It also means investing the time required to thoroughly interview and screen candidates, but it doesn't end there.

Don't forget to wrap up your season with an exit survey to help you determine data points such as how engaged, satisfied, or successful seasonal hires report feeling in their roles and how accurate the job descriptions were.

This will allow you to make updates to job descriptions, onboarding and training next season.

Exit Questions to Get You Started :

What did you like best and least about your job?

Would you recommend this company to a friend? Why or why not?

Did you have clear goals and know what was expected of you in your position?

Based on your job description, was the job what you expected?

How can we make this a better work environment?

Were you given the tools to succeed at your job?

Were you comfortable talking to your manager about work issues?

Were you given the tools you needed to succeed at your job?

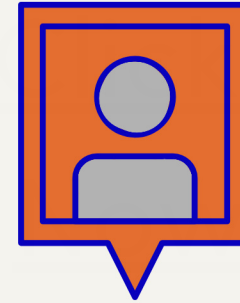
Are there any other unresolved issues or additional comments?

Partner With The Right Team

The holiday recruiting season doesn't have to be a stressful time. Hopefully, this guide has helped to put things in perspective for the 2021 hiring season.

Employees are the backbone of your business especially during the busiest times of the year, so be sure to give seasonal hiring the attention it warrants.

Remember that by preparing in advance and focusing your efforts on the right areas, you can guarantee a brighter holiday for you and your seasonal staff.



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